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## ABSTRACT

An implementation of a technology is described herein for recognizing the perceptual similarity of the content of digital goods. At least one implementation, described herein, introduces a new hashing technique. More particularly, this hashing technique produces hash values for digital goods that are proximally near each other, when the digital goods contain perceptually similar content. In other words, if the content of digital goods are perceptually similar, then their hash values are, likewise, similar. The hash values are proximally near each other. This is unlike conventional hashing techniques where the hash values of goods with perceptually similar content are far apart with high probability in some distance sense (e.g., Hamming). This abstract itself is not intended to limit the scope of this patent. The scope of the present invention is pointed out in the appending claims.